



**KTVI**  
**2250 Ball Drive**  
**St. Louis, MO 63146**  
**(314)213-2222**

# CONTRACT

<u>Contract / Revision</u> 583500 /		<u>Alt Order #</u> 09843287
<u>Product</u> AKIN		
<u>Contract Dates</u> 10/17/12 - 10/22/12		<u>Estimate #</u> 2906
<u>Advertiser</u> Akin/R/MO/US Senate		<u>Original Date / Revision</u> 10/16/12 / 10/16/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTVI	<u>Account Executive</u> Jared Salles	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Strategic Media Placement**  
**7669 Staggers Loop**  
**Delaware, OH 43015**

*(Handwritten signature)*

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	2	10/17/12	10/22/12	M-F 5a-530a	5a-530a		:30			NM	5	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	M--TF--				5	\$575.00			
N 2	2	10/17/12	10/22/12	M-F 6a-7a	6a-630a		:30			NM	3	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	M--TF--				3	\$1,350.00			
N 3	2	10/21/12	10/21/12	Su 7-9a	7a-730a		:30			NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$575.00			
N 4	2	10/21/12	10/21/12	Fox 2 News Sunday Morning	8a-830a		:30			NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$575.00			
N 5	2	10/17/12	10/22/12	M-F 530p-6p	530p-6p		:30			NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	M--TF--				1	\$2,025.00			
D 6	2	10/17/12	10/22/12	M-F 6p-630p	6p-630p		:30			NM	0	\$0.00
D 7	2	10/21/12	10/21/12	Su 530-6p	530p-6p		:30			NM	0	\$0.00
D 8	2	10/21/12	10/21/12	Su 5p-530p	5p-530p		:30			NM	0	\$0.00
D 9	2	10/17/12	10/22/12	M-F 9p-10p	9p-10p		:30			NM	0	\$0.00
N 10	2	10/17/12	10/22/12	9p News Delayed	10p-1030p		:30			NM	2	\$3,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/17/12	10/23/12	---TF--				2	\$1,925.00			
<b>Totals</b>											<b>13</b>	<b>\$13,950.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	13	\$13,950.00	\$11,857.50
<b>Totals</b>	<b>13</b>	<b>\$13,950.00</b>	<b>\$11,857.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.